

## CLAIMS:

1. An electronic display device comprising:
  - a polymer LED display comprising a geometrical arrangement of individually excitable polymer LEDs for forming an image and comprising electrical connections for exciting said polymer LEDs; and
  - 5 - a light-absorbing filter layer covering said display;the display device further comprising:
  - a semi-transparent reflective layer covering said filter layer for transmitting light emanating from said polymer LED display and for reflecting ambient light incident on said semi-transparent reflective layer, so as to obscure said electrical connections for exciting
  - 10 said polymer LEDs.
2. An electronic display device as claimed in claim 1, characterized in that said semi-transparent reflective layer is a reflective polarizing layer.
- 15 3. An electronic display device as claimed in any one of the preceding claims, characterized in that said polymer LED display, said light-absorbing filter, and/or said semi-transparent reflective layer are coupled via an anti-reflective coating.
4. An electronic display device as claimed in any one of the preceding claims,
- 20 characterized in that the semi-transparent reflective layer is a brightness-enhancing layer manufactured by 3M Company of St. Paul, Minnesota under the trade designation "DUAL BRIGHTNESS ENHANCEMENT FILM".
5. An electronic appliance comprising an electronic display as claimed in any
- 25 one of the preceding claims.
6. An electronic appliance as claimed in claim 5, characterized in that it comprises an electric shaver.